

THE EFFECT OF ELECTRONIC WORD OF MOUTH MEME OF DILAN 1990 MOVIE TOWARDS AUDIENCE RESPONSE

(A Case Study on Meme of Dilan 1990 Movie)

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Abstrak

Penelitian ini dilakukan untuk mengetahui pengaruh *Electronic word of mouth* terhadap Respon Khalayak pada *Meme* Film Dilan 1990. Film Dilan 1990 merupakan film Indonesia beraliran drama percintaan yang diadaptasi dari novel yang berjudul "Dilan: Dia adalah Dilanku tahun 1990" karya dari Pidi Baiq yang diterbitkan pada tahun 2014. Tujuan dilakukannya penelitian ini adalah untuk mengetahui dan menganalisis pengaruh *electronic word of mouth meme* film Dilan 1990 terhadap Respon Khalayak dan seberapa besar pengaruhnya secara parsial. Metode yang digunakan dalam penelitian ini adalah kuantitatif dengan jenis penelitian deskriptif dan kausal. Pengambilan sampel yang dilakukan dengan metode *non-probability sampling* jenis *purposive sampling*, dengan responden sebanyak 400 orang. Teknik analisis data yang digunakan yaitu analisis deskriptif, uji asumsi klasik dan analisis regresi linier sederhana, koefisien determinasi dan uji hipotesis. Hasil uji hipotesis menggunakan uji-t didapat hasil bahwa *electronic word of mouth* memiliki pengaruh terhadap respon khalayak pada *meme* film Dilan 1990. Hal tersebut dibuktikan dengan thitung (27.656) > ttabel (1.966). Berdasarkan koefisien determinasi didapat bahwa *electronic word of mouth* memiliki pengaruh sebesar 65.88% terhadap respon khalayak.

Kata Kunci : *Electronic word of mouth, Meme* film Dilan 1990, Respon Khalayak

Abstract

This study was conducted to determine the effect of the *Electronic word of mouth* audience responses on *Dilan 1990* movie. *Dilan 1990* movie is an Indonesian romance movie adapted from a novel entitled "Dilan: He is My Dilan in 1990" by Pidi Baiq published in 2014. The purpose of this research is to find out and analyze the influence of *Electronic word of mouth Meme of Dilan 1990* movie toward Audience Response and how much it affected partially. The method that used in this study is quantitative with the type of descriptive and causal research. Sampling is done by *non-probability sampling* method type of *purposive sampling*, with 400 respondents. The data analysis technique used is descriptive analysis and simple linear regression analysis. The results of the hypothesis test using the *t*-test showed that the *electronic word of mouth meme* film *Dilan 1990* has influence on the response of the public. This is evidenced by *thitung* (27,656) > *ttable* (1,966). Based on the determination coefficient, found that *Dilan 1990's electronic word of mouth meme* has influence of 65.88% on the response of the public.

Keywords: *Electronic word of mouth, Meme Dilan 1990 Movie, Audience Response*

INTRODUCTION

In this era of globalization, development of information and communication technology advances quickly, moreover with a new technology called internet. the internet goes into the midst of people's lives and starts to change their mindset and interaction patterns. Modern society is introduced to various things by the internet, both positive things and negative things. Aside from being a tool for information seeking, internet can be used as a media to communicate, so that

everyone in any parts of the world can communicate fast and easily.

In Indonesia, the number of internet users are increasing every year. APJII (Asosiasi Penyelenggara Jasa Internet Indonesia) has done a survey of internet user penetration in Indonesia. The survey results are based on population total, which is 262 million people, there are 143,26 million people who are active users of internet. And based on their regions, 58,08% of internet users come from Java, 19,01% come from Sumatera, 7,97% come from Kalimantan, 6,73% come from

Sulawesi, 5,63% come from Bali and Nusa Tenggara, and the rest 2,49% come from Maluku and Papua. From the results above, we can conclude that the entire region of Indonesia has been connected by the internet and a half of Indonesian population are active internet users.

The impact of this internet technology is the appearances of social media that bring changes on communication process. Social media is an internet media where its users can share information, posting their private activities, and write their laments. Social media, with its virtual characteristic, makes it often for phenomena to happen and makes them boom among social media users, even among wider audiences. Phenomena that happen on social media will be a public conversation topic among internet users and public society. One of the phenomena that was happening in the early 2018 was Dilan 1990 film trend. Dilan 1990 film became viral in the early of 2018. The success of this film can be seen from the numbers of its audiences that reached more than a million people in less than a week.

There are several factors that cause the success of Dilan 1990 film and make it the second most best-selling film in Indonesia, according to news pages of Bintang magazine and Kumparan. One of the causes is meme about Dilan 1990 film. Meme is a form of someone's expression that is poured into pictures and some words, then disseminated in social media. The disseminated meme is a form of communication or public conversation in social media which is usually called 'word of mouth'.

According to Syafaruddin^[1], electronic word of mouth (eWOM) can be interpreted as a form of consumer's willingness to give another person recommendation to buy or to use a product from a company voluntarily through internet media. Consumer will make a judgment to a product they consume, and if the product gives them satisfaction and positive impression, they will give a positive respond towards it, vice versa.

Respond is audiences' reactions toward a stimulus. Stimulus is an object that can be captured by human's five senses. According to Belch & Belch^[2], there are several models of audience response, because the most important aspect in building effective communication program is to understand audience response that will refer to specific behaviour (products purchase) and how the promotion program will affect audience response.

The form of electronic word of mouth on meme of Dilan 1990 film is several sentences that are parodied into pictures of film scenes taken from Dilan 1990 film trailer. The popularity of the meme of Dilan 1990 film made the film go viral and become a public conversation topic among Indonesian people. In other words, the meme of Dilan 1990 film took a part in promoting Dilan 1990 film to the society. It proved that electronic word of mouth process of the meme of Dilan 1990 film gives positive effects towards Dilan 1990 film.

LITERATURE REVIEW

Marketing Communication

Marketing communication is a marketing activity that aims to spread information, influence, persuade, and remind a specific target market about a company and its products so that the target market would accept, buy, and be loyal to the products offered by the company (Tjiptono in Priansa^[3]). According to Kotler and Keller^[4], marketing communication is a medium where a company attempts to give information, persuade, and remind its consumer both directly and indirectly about the products and brands sold by the company. According to the research author, marketing communication is a form of communication that give information, influence or persuade, and remind the society about brands, products, and services by using the right planning and strategies.

According Kotler & Keller^[4], there are eight tools of primary marketing

communication model in marketing communication mix, namely: advertising, sales promotion, event and experiences, public relations and publicity, direct marketing, interactive marketing, word of mouth marketing dan personal selling.

Word of Mouth

Word of mouth (WOM) or news from mouth to another mouth is one of the marketing strategies done by using people who are satisfied towards a brand or product to spread information through business network, social network, and society with effective cost to increase brand or product sales (Hasan^[5]). According to Sernovitz in Priansa^[3], word of mouth is a conversation that happens naturally between individuals. Word of mouth is a real statement from consumer of a product or service.

From those definitions, we can conclude that word of mouth is a form of marketing activity that gives information about a product to talk about, promote, and sell a brand or service from a consumer to another consumer both online and offline.

Electronic word of mouth

Electronic word of mouth is an important part for the consumers to give their opinion. It considered to be more effective than tradisional word of mouth that uses offline media because electronic word of mouth has wider range and accessibility (Jalilvand and Samiei in Priansa^[3]). According to Henning Thureau et al. in Priansa^[3], electronic word of mouth communication is a negative or positive statement made by actual, potential, or prior consumer which talk about a product or company and addressed to many people or institutions through internet media.

Goyette et al in Priansa^[3] divided electronic word of mouth into three dimensions that are used to measure it, namely:

1. Intensity

Intensity in electronic word of mouth is the numbers of opinions written by consumers in social media. Goyette et al

in Priansa^[3] divided the indicator of intensity into:

- a) Frequency of information accessing in social media
- b) Frequency of interaction between social media users.
- c) The numbers of review written by social media users.

2. Valence of Opinion

Valence of Opinion is both positive and negative consumer opinion towards brands, products, and services. There are two types of valence of opinion, namely positive valence of opinion and negative valence of opinion. There are several things included as valence of opinion:

- a) Positive comments from social media users.
- b) Recommendation by social media users.

3. Content

Content is the information content in social media given by someone related to products and services. There are several things included as content indicator:

- a) Information about product variant available.
- b) Information about product quality
- c) Information about the product prices.

Meme Definition

According to Shifman in Aditya Nugraha's research^[6], the phrase "Meme" is generally used to picture propagations on a content, for examples are jokes, rumors, video, or website from one person to another. Meanwhile, Bauckhage in Nugraha^[6] explained that meme usually develops through comments, imitations, parodies, and even reporting in media.

According to Nasrullah^[7], meme is constructed by two aspects: visual aspect and text aspect. Visual aspect is the use of picture or illustration to show perceived emotion. Text aspect is the use of text which is usually placed between, in the top or low part, or in the visual part of the meme itself. Text is the characteristic of

meme. Davidson in Nasrullah^[7] explained that theoretically, meme describe three components, namely manifestation, behaviour, and ideal.

Audience Response

According to Schiffman & Kanuk^[8], response is the way individual reacts toward encouragement, or a sign of how their behaviour would determine their response. According to Belch & Belch^[2], response is audience response after seeing, hearing, or reading a message or information. Meanwhile, according Steven M. Chaffe in Rakhmat^[9], response has three areas, which are cognitive, affective, and conative. Every area has their own unique characteristics:

1. Cognitive

Consumer's cognitive response is one of the most used ways to judge audience process about a message or information (Belch & Belch^[2]).

2. Affective

Affective response is a reflection of someone's feelings towards something. Affection describes something that triggers desire, touch, and emotion which creates certain feelings (Wells, Moriarty, Burnett dan Lwin in Banowati^[10]).

3. Conative

Conative response is an action related to real behaviour which includes action, activity, or habit.

According to Belch & Belch^[2], there are several audience response process in classic response hierarchy model, which are AIDA model, Hierarchy of Effects, Innovation-Adoption, and Communication model. Those models went through three stages of response, which are cognitive, affective, and conative. Hierarchy of effects model research is used to see audience response because this model is mostly used by companies or organizations to measure audience response in certain time period.

Hierarchy of Effects Models

Hierarchy of Effects Model was first popularized by Lavidge & Steiner in

1962. According to Robert Lavidge and Gray Steiner, hierarchy of effects one of consumer behaviour models that provides general point of view to analyse communication effects, including action, attitude, or response towards a message or information (Belch & Belch^[2]).

There are several stages in hierarchy of effects according to Kotler^[1], which are awareness, knowledge, liking, preference, conviction, and purchase. Those five stages can be directly associated to classic psychology model that divides response into three components, namely cognitive, affective, and conative.

Cognitive stage consists of awareness and knowledge. Awareness is a recognition and recalling stages, which are early stages of new brand formation among the audiences. Meanwhile, knowledge is the audiences' knowledge about products or services. Affective stage consists of liking and preference. The rise of like and dislike feeling towards a brand or electronic word of mouth will influence the next stage, which is conative stage or behavioural stage. Conative stage is the last stage in effect or reaction process in eWOM that headed to purchase decision.

RESEARCH METHOD

The method used in this research is quantitative method. According to Sugiyono^[12], quantitative method is a survey and experiment method. Data collecting in this research is done by survey method by using questionnaire as the research instrument.

The population in this research is Indonesian internet users that consists of 143.260.000 persons, based on the data from APJII (Asosiasi Penyelenggara Jasa Internet Indonesia) in 2017. The sample used in this research is 13-60 aged men or women who are internet users, use social media, and have ever seen the meme of Dilan 1990.

In this research, the sampling was done by non-probability sampling technique. This technique doesn't give the

same opportunity nor chance to every element of population to be chosen as a sample. (Sugiyono^[13]). The technique chosen from non-probability sampling in this research is purposive sampling, a sampling technique that is limited to certain type of person who can give the desired information, because they are the only one who have them or meet the criteria determined by the author (Sekaran^[14]).

Author uses significance (α) as high as 5% from the population numbers known by the author. The results of sampling numbers counted using Slovin formula is 399.998 respondents which is rounded to 400 respondents.

In this research, the author uses questionnaire as the tools to collect data with google form application. This questionnaire is spread to throughout the entire region of Indonesia based on the internet user data given by APJII in 2017 with composition as below:

Tabel 1. 1 Sample Recapitulation of Internet Users Based on Region

No	Region	Composition (%)		Sample	Result
1.	Java	58,02 %	X	400	232
2.	Sumatera	19,09 %	X	400	76
3.	Kalimantan	7,97 %	X	400	32
4.	Sulawesi	6,73 %	X	400	27
5.	Bali & Nusa Tenggara	5,63 %	X	400	23
6.	Maluku & Papua	2,49 %	X	400	10

Source: processed by the author, 2019

After the data has been collected, the author analysed the data using descriptive analysis method, processed the data with the help of SPSS version 24 software, as well as doing normality test, correlation analysis, simple linier regression analysis, determination coefficient, and hypothesis test. Lastly, the author concluded the results of the research.

RESEARCH RESULTS AND DISCUSSION

Tabel 1. 2 Recapitulation of Respondents' Response About eWOM (X)

No	Dimension	Total Score	%
1	<i>Intensity</i>	4737	59%
2	<i>Valence of Opinion</i>	3744	62%
2	<i>Content</i>	4732	59%
Sum of total score		13213	
Sum of ideal score		22000	
Percentage		60%	

Source: processed by the author, 2019

The table 1.2 above shows the recapitulation of respondents' response about eWOM. Based on the table above, the sum of total score of eWOM is as high as

13213 or 60%. In other words, respondents' valuation towards eWOM (X) variable is in quite good category.

**Tabel 1. 3 Recapitulation of Respondents' Response
About Audience Response (Y)**

No	Dimension	Total Score	%
1	<i>Awareness (Cognitive)</i>	4323	72%
2	<i>Knowledge (Cognitive)</i>	3626	60%
3	<i>Liking (Affective)</i>	3755	63%
4	<i>Preference (Affective)</i>	3554	59%
5	<i>Conviction (Affective)</i>	1184	59%
6	<i>Purchase (Conative)</i>	993	50%
Sum of total score		17435	
Sum of ideal score		28000	
Percentage		62%	

Source: processed by the author, 2019

The table 1.3 above shows the recapitulation of respondents' response about audience response (Y). Based on the said table, the sum of total score audience response is as high as 17435 or 62%. In other words, respondents' valuation towards audience response (Y) variable is in quite good category.

Relation between *Electronic Word of Mouth Variable* and *Audience Response Variable*

The relation between electronic word of mouth variable and audience response variable can be seen using correlation analysis. The correlation coefficient obtained from the analysis is as high as 0.811. That number can be categorized as very strong because it is in 0.80-1.00 interval. In other words, electronic word of mouth variable has a very strong relation with audience response.

The Effect of *Electronic Word of Mouth* towards *Audience Response* (A Case Study on Meme of Dilan 1990 film)

The regression equation obtained from the simple linier regression test is $Y = 8.627 + 1.058 X$. That equation states constant value a that can be defined as follows:

1. constants (α) = 8.627. This shows the constant value. In other words, if the electronic word of mouth variable (X) = 0, then the audience response (Y) would be as high as 8.267.
2. Coefficient (b) = 1.058. This shows that electronic word of mouth (X) variable positively effects audience response (Y). It means that audience response will increase as high as 1.058 every time electronic word of mouth (X) variable increases in 1 number.

It can be concluded that electronic word of mouth has one-way effects toward audience response. If the electronic word of mouth increases, the audience response would also increase.

Based on the hypothesis test, t_{count} obtained is as high as 27.656. Because t_{count} (27.656) > t_{table} (1.956) and significance level $0.000 < 0.005$, it means that H_0 is rejected and H_a is accepted. In other words, there is an effect of electronic word of mouth (X) towards audience response on meme of Dilan 1990 film.

Determination coefficient obtained is as high as 65.8% or 0.658. That number can be categorized as quite high. It shows that effect of independent variable, which is electronic word of mouth (X), towards dependent variable, which is audience

response, on meme of Dilan 1990 film is as high as 65.8%. Meanwhile the rest of 34.2% is affected by other factors that are not examined in this research.

CONCLUSION

Based on the research results and data analysis done by the author, there are some conclusion to answer the research's problem identification:

- a) *Electronic word of mouth* (X) variable has a positive effect towards audience response (Y) variable on meme of Dilan 1990 film. It can be proved by hypothesis test using t test, in which t_{count} (27.656) is bigger than t_{table} (1.966), so that H_0 is rejected. In other words, there is an effect of *Electronic word of mouth* of meme of Dilan 1990 film towards audience response.
- b) The amount of effect given by electronic word of mouth towards audience response on meme of Dilan 1990 film is shown by the determination coefficient value, which is as high as 65.88%. In other words, electronic word of mouth affects audience response as high as 65.88%, while the rest 34,12% are affected by other factors.

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LETTER OF ACCEPTANCE

4th International Conference of Transformation in Communication (ICoTiC)

“Digital Life in Transformation Society: Mono-Multicultural World”

Telkom University, 4th-5th April 2019

Author(s) : Diky Reistian, Berlian Primadani Satria Putri

Paper Title : The Effect of Electronic Word of Mouth Meme of Dilan 1990 Movie Towards
Audience Response (A Case Study on Meme of Dilan 1990 Movie)

Dear Author(s),

It is a great pleasure to inform you that your paper listed above **HAS BEEN ACCEPTED** for the 4th International Conference of Transformation in Communication (ICoTiC).

On behalf of the Conference Committee, I would like to formally invite you to attend the conference for oral presentation which will be held at Telkom University, Bandung, Indonesia, from 4th-5th April 2019.

Kindly register and make the required payment as stated on our website (icotic.or.id) the latest by 1st February 2019.

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We look forward to welcoming you in the conference.

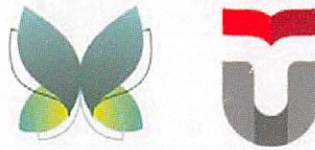
Sincerely Yours,



Dr. Dedi Kurnia Syah Putra

Head of Committee,

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Dengan hormat,

Berkenaan dengan dilaksanakannya *The 4th International Conference on Transformation in Communications* (ICoTiC) di Bandung, dan berdasarkan surat keputusan panitia konferensi terkait daftar nama yang lulus dan dinyatakan layak publikasi, dengan ini kami mengundang Bapak/Ibu untuk hadir dan mempresentasikan makalah yang telah diajukan kepada kami. Konferensi dilaksanakan pada:

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Demikian surat undangan ini kami sampaikan, atas kontribusi dan keikutsertaan Bapak/Ibu kami sampaikan terima kasih.

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